IT Unit 4

Topic 2

# Information management

**Information management strategies** (Informatics, p 252 - 256)

1. Why is information important to organisations?

Information can be considered as a key asset in the same way as property or finance. The main function of information management is to support the business needs of an organisation by ensuring that vital information is available to support decision making.

1. List the issues may arise for an organisation that collects data?

How do we protect information?

How do we store it?

How do we destroy it?

What are the correct uses of it?

How much information is necessary and what might be surplus?

What information do we own and how much can be shared?

1. What opportunities can be gained from the of appropriate information management strategies?

An organisation that facilitates good information management strategies has many advantages that can maximise opportunities, such as increased revenue and profitability. Advantages can also reduce costs by assisting organisations in optimising and streamlining their information assets.

1. Information management strategies: Elaborate on each of the following:
   1. Maximising opportunities

Large data sets promote competition, productivity growth and innovation. The vast amounts of data and information are equally as important as labour and capital in an organisation. Organisations can collect detailed and large amounts of information on about anything – from inventories and customer-buying patterns to product preferences.

* 1. Minimising risk, What strategies can be used to minimise the risk?

Threats to data and information occur every day. Data can be compromised through activities such as deliberate attacks of theft, loss of devices, neglect and not following appropriate data handling procedures and policies.

Strategies include securing computers, servers and wireless networks, utilising anti-virus and anti-spyware protection and firewalls, storing data backups off-site and ensuring that backups occur routinely, securing passwords, ensuring staff are familiar with digital system policies and procedures and becoming familiar with legal obligations pertinent to their needs.

* 1. Legal obligations, Why have legal obligations increased rapidly in recent years?

The popularity of technology has led to the necessity of introducing legislation to protect data, this being specifically personal information. Legal obligations have increased so rapidly in the recent years due to the rise of technology popularity and the amount of information which people upload onto the internet.

**Think about informatics, 5.3 Data mining**. Complete the 4 questions on p 254.

1. What are the advantages of data mining?

Data mining is where websites you have visited go through the information you have provided [being what you look at, what you buy and from where] to send you information about other items or information which relate to the data you have been researching.

1. What opportunities can open up by using big data?

There can be a large volume of data going into organisation through people using their websites. Large companies can predict sales figures by monitoring the activity of mobile phones. Customers can be informed about a variety of different shops which may have what they are searching for so they will be able to find the best price and offer of their items.

1. Why would a customer want to be tracked down based on what they buy at a particular store?

Customers may want to be tracked down based on what they buy at a particular store to receive information about sales and different varieties of items which could revolve around what they buy.

1. What are the privacy issues associated with data mining?

Privacy issues which are associated with data mining include the customers being spammed with catalogues about baby products when they may not have told anyone about the pregnancy and the large companies are using the private information about what their customers are buying to lure them into buying more from them, which ultimately would increase the money going into the franchise.